

# Climb to the Next Success Level with the **NAIFA SALES SYSTEM**



- ▲ Improve the financial performance of your practice
- ▲ Develop and master your sales skills
- ▲ Create more customer-focused behaviors
- ▲ Expand your knowledge base
- ▲ Enhance your client interactions and relationships
- ▲ Challenge your belief system
- ▲ Encourage behavioral change
- ▲ Increase your sales

**NEW SALES SYSTEM SUMMER AND FALL COURSE DATES**

Summer Course starts June 2010 –  
**Registration Deadline: June 3, 2010**

Fall Course starts September 2010 –  
**Registration Deadline: September 9, 2010**

Register online at  
[www.regonline.com/naifasalesystem](http://www.regonline.com/naifasalesystem)

**NAIFA MEMBER PRICE: \$650 (NON-MEMBER PRICE: \$1,050) – A \$400 SAVINGS!**

**More about the program:** The four-month program is comprised of 12 online modules using *Fundamentals of Integrity Selling®*, based on the concepts found in the book *Integrity Selling for the 21st Century* by Ron Willingham, founder of Integrity Systems, an international leader in sales and customer service training and development with more than 2,000 client companies, and supported by eight live telecoaching sessions led by experienced sales coach and founder of Insurance Coach U,™ Robert A. Arzt, CLU, ChFC, LLIF.

**Learn more!** Visit [www.regonline.com/naifasalesystem](http://www.regonline.com/naifasalesystem) or contact Diane Powers, Vice President for Professional Development and Education at 703-770-8226 or [dpowers@naifa.org](mailto:dpowers@naifa.org).



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